

10 CREATIVE WAYS COMEDY CAN BOOST YOUR BRAND

**THE EASY ROUTE TO
SOCIAL MEDIA SUCCESS**

**WHITE
LABEL
COMEDY**

MARKETING USED TO BE EASY

You find an audience, broadcast your message, and (if that message is effective) it builds your brand and moves that audience to action.

But consumers are so much more savvy than they used to be. Constantly bombarded by messages – it's harder than ever for brands to break through.

We're used to having people try and sell us stuff. Our guard stays up, unless you find a way to bring it down.

With traditional advertising - that's getting harder and harder to do.

MOST ACCEPT **THE STATUS QUO**

Paying more and more money, for less and less engagement – convinced these platforms are now entirely pay-for-play, and there's no other way to reach your audience.

WINNERS THINK **OUTSIDE THE BOX**

Creating content that people don't just engage with, but actively seek out – which gives organic reach a massive boost, and brings down the cost of paid-reach exponentially.

COMEDY CONTENT ENGAGES AUDIENCES, MAKES THEM LOVE YOUR BRAND, AND GETS THEM READY TO BUY

People don't want to buy from faceless brands waving coupons, vouchers and deals. They want to buy from brands with personality. Brands they feel an affinity to. A connection with.

Imagine a world where not only have you got your sales message hidden just far enough below the surface that our guard stays down and we stay receptive – the content goes viral.

Massive amplification.

WHAT IS THIS GUIDE?

According to the “Rule of 7”, a potential client or customer needs to interact with your brand at least seven times before they’ll be ready to buy your product or service.

You can have the most enticing offer in the world – but if we’ve never heard of you, you’ll struggle to get us to hand over any of our cold, hard cash.

A strong social media presence is key to increasing brand awareness – but if the first 6 times anyone hears from you, they’re not going to be receptive to any kind of sales messaging – you might start to wonder: what exactly are we meant to “say”?!

Placing comedy at the heart of your social media marketing strategy is win-win for two reasons. Firstly – it’s the quickest route to creating content that’s entertaining and engaging. And secondly – the techniques that comedy writers use to craft their jokes can also be a useful creative tool, even if you’re not trying to be funny.

A joke, after all, is just the product of two disparate

ideas “clicking” together, in a way that all of a sudden makes sense, thanks to a hidden “truth” that’s been cleverly framed to bridge the gap.

Those hidden truths allow you to link your brand to anything – a news story, a relatable trope, a viral trend – opening up new possibilities for content creation across the board.

(Of course – as a social media marketing company powered by a hive-mind of comedy writers – we highly recommend erring on the side of “funny”. But you’d expect that from us!)

If you’re looking for inspiration for your next blog post, Instagram story, tweet, or even your next Tik Tok video – and you’re keen on using comedy to create brand awareness but not sure where to start, this guide is for you.

The best news? You can implement each and every one of these without needing to hire the likes of us. You can DIY these tips to your heart’s content.

**10 CREATIVE
WAYS COMEDY
CAN BOOST
YOUR BRAND**

1 - SOCIALISE WITH YOUR AUDIENCE

A tweet is the smallest unit of social content – and it's also the perfect place to start learning how to make your brand funny.

It's called social media for a reason – yet most brands turn up, broadcast their message, and disappear again. Why not take some time to interact with your audience? Even better – if they're following you, follow them back, and find funny (brand-relevant) ways to insert yourself into their conversation.

It can be a great way to practice using your newfound comedy chops without feeling overexposed.

(And if you're not sure you've got those comedy chops yet - why not grab a free copy of our email mini-course "How to write jokes that sell (in 280 characters or less)" - it's essentially Twitter Joke 101, and is considered mandatory reading in some parts of the world.

innocent drinks @innocent · Apr 24
 DAILY REMINDER OF WHAT DAY IT IS TODAY

It's a Friday.
 32 replies 85 retweets 531 likes

Heather @hevcom · Apr 24
 Yeah but what year is it?
 1 reply 2 likes

innocent drinks @innocent
 Replying to @hevcom
Don't ask impossible questions, Heather.
 9:39 AM · Apr 24, 2020 · Twitter Web App

CurlyClaire @ClaireWRiley1
 Replying to @YorkshireTea
Where's the Gin?!
 9:59 AM · Apr 24, 2020 · Twitter for iPhone

4 Likes

Yorkshire Tea @YorkshireTea · Apr 24
 Replying to @ClaireWRiley1
 We have no idea
 hic
 1 reply 21 likes

CurlyClaire @ClaireWRiley1 · Apr 24
 Oh dear! Pop the kettle on & have a brew, that'll sort you out.

Lane Moore @hellolanemoore · Dec 11, 2018
 Netflix: "let's get someone who fuckin hates Gossip Girl to write the description of Gossip Girl"

GOSSIP GIRL
 97% Match 2012 TV-14 6 Seasons HD 5.1
 Rich, unreasonably attractive private school students do horrible, scandalous things to each other. Repeatedly.
 Because of your interest in: *Pretty Little Liars*

903 replies 26.1K retweets 143.9K likes

Show this thread

Replies

Netflix @netflix · Dec 11, 2018
 Replying to @hellolanemoore
 1. Everybody loves Gossip Girl.
 2. Where is the lie tho?
 15 replies 82 retweets 1.2K likes

2 - SOCIALISE WITH (OR SASS) BRANDS

When you learn how to turn your brand message into comedy content, you soon realise there's a way to co-opt pretty much any news story so that it becomes a joke that paints your brand as the hero. And that's especially true of stories featuring other well-known brands.

In the week that Elon Musk unveiled his new Cybertruck, with its "shatterproof windows" that embarrassingly shattered during the demo - Lego were quick to respond.

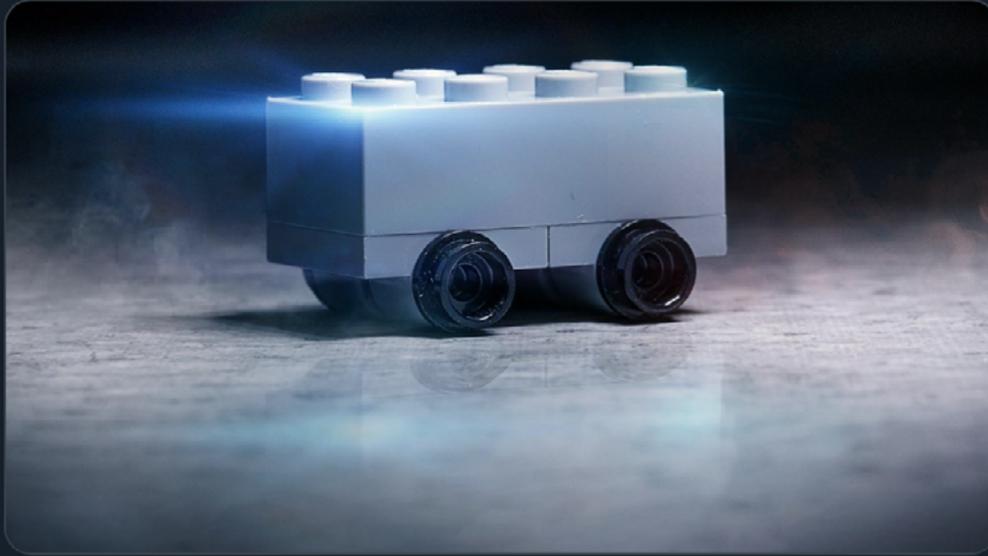
if you're Coca Cola, you don't have to stick to taking on Pepsi. If you're Wendy's, you don't have to restrict your sass to McDonalds.

A superb example of how to leverage a big news story, with a (funny) twist that ensures your brand becomes a part of the conversation.



LEGO @LEGO_Group · Nov 27

The evolution of the truck is here. Guaranteed shatterproof 🤖



1.2K

23.5K

88.9K



Netflix @netflix · Dec 5, 2019

what's something you can say during sex but also when you manage a brand twitter account?

26.1K

109.8K

435.9K



Hot Pockets @hotpockets · Dec 5, 2019

nice hot pocket

145

6K

77.7K



Wendy's @Wendys · Jan 23

Is it a garbage truck?



Adam Fyn @adamfyn · Jan 23

@Wendys what would you call this?



9.9K

149.8K

1M



3 - VLOG

(WITH THIS SUPER SIMPLE FORMAT)

Pretty much every social network prioritises native video content – that means if you can turn your fun, funny ideas into a video, that video will get shown to more people than a text-based or image-based post ever would.

Of course – it's not good enough just to “make a video”, you still need to make it entertaining. If you haven't got a social media marketing agency like ours to lean on, then here's another easy to follow pro tip.

Keep the videos short and sweet, and alternate between a fascinating fact (one that your audience would be really interested in even if you weren't making it entertaining), and a witty observation or thought about that fact (again – an observation that will resonate with your ideal customer even if it doesn't make them laugh).

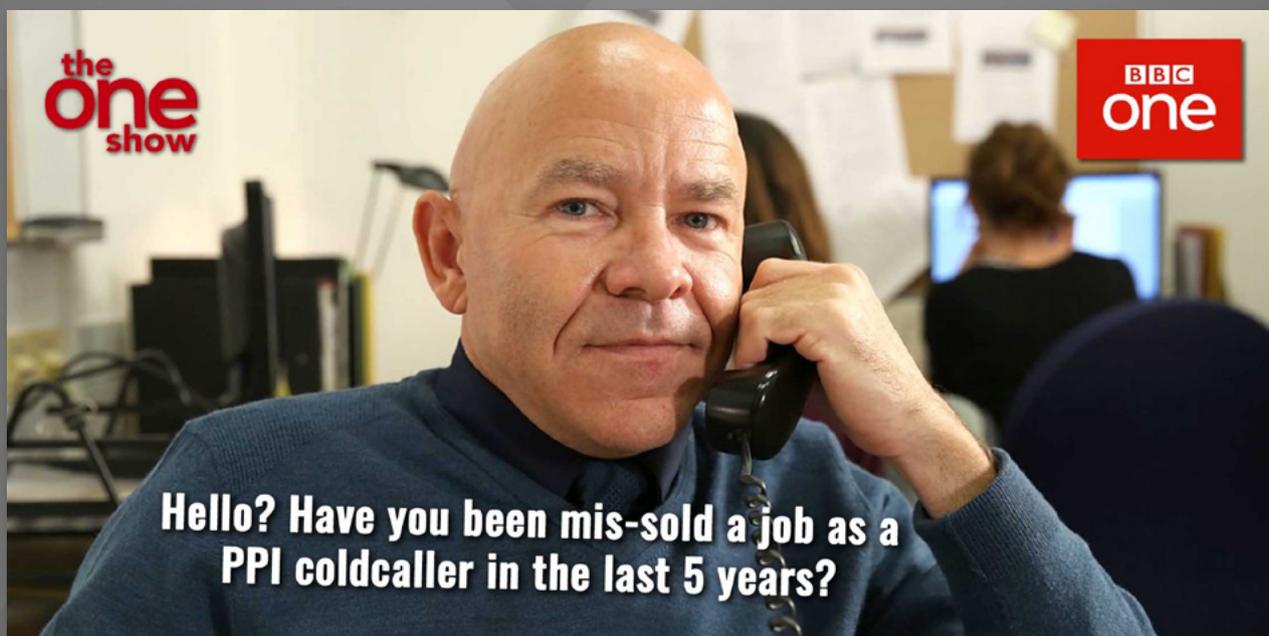
Follow that structure and you'll eliminate almost all of the risk that comes with comedy content – giving you a chance to slowly but surely, over time, get better at turning those witty observations that might raise a smile into genuine jokes that are guaranteed to get a belly laugh.

Want to see the fact / gag structure in action? Here are links to two scripts we've written for very different clients that delivered exactly that.

Pre-Natal Care Unit Promo Script



The One Show (BBC One) - Beyond PPI

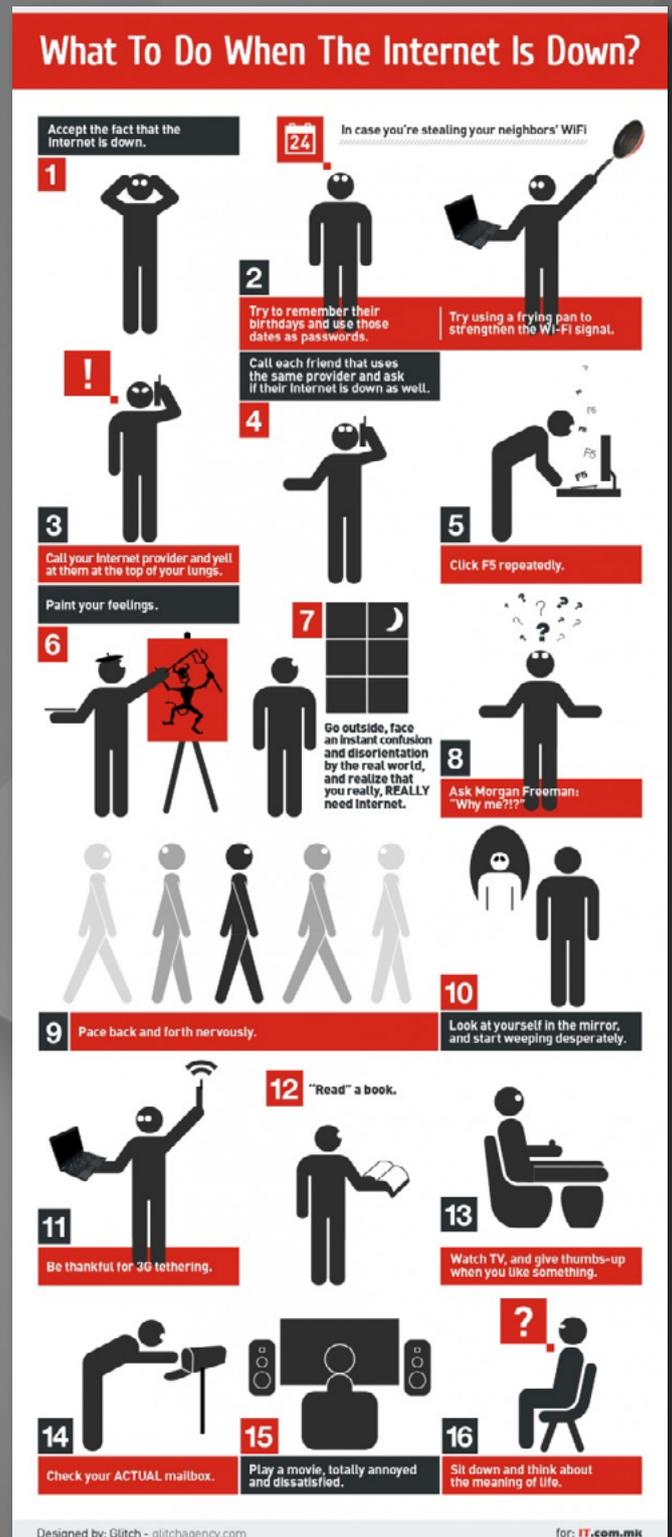


4 - POST INFOGRAPHICS

Got a whole load of facts and figures that your audience probably should care about, but only if you find an entertaining way to get their attention with them?

Turn them into an infographic – and for each key fact or figure, layer on a joke or a funny idea. Not only will your audience lap them up – they’ll almost certainly share them far and wide, too.

Search engines love original graphics, too – so if all your imagery comes from stock photo libraries, now’s the perfect time to invest in something special.



5 - JOB ADVERTS

Every platform needs a slightly different social media strategy – and when it comes to LinkedIn, it can be tricky trying to work out how to adapt your brand message so that it fits in with the suit-and-tie vibe over there.

Why not follow Netflix's brilliant content marketing example? To promote the release of their series *The Witcher* – they posted a job advert, on LinkedIn, advertising a position equivalent to the titular role. The advert linked back to an application that users could genuinely fill in, on the official Netflix jobs website.

No word on whether they've filled the role just yet, but they certainly managed to generate a high level of brand awareness on a platform where their usual memes and gifs really wouldn't fly.



6 - FUNNY FREEBIES

Not every post that raises your brand's profile on social has to be created by you. Why not send your most loyal customers some funny (punny) merch that will make for a great photo opportunity. Just make sure that it's so hilarious they won't be able to resist sharing a pic with the world.

Pro tip: to make sure they're motivated to share, you need a joke that makes both them and your brand the heroes of the story. If it makes them laugh and it makes them say "OMG, that's so me" – you're pretty much guaranteed both traction and engagement.

And you don't have to restrict yourself to physical gifts, either – an automatically generated funny photoshop would be a great alternative as a reward for an online-only referral program.

7 - RUN A CONTEST

(AND GET YOUR AUDIENCE TO WRITE THE JOKES FOR YOU)

If you can't afford our social media marketing services – why not get your audience, and their friends and family, to write the jokes for you?

Organising social media contests (caption competitions, finish this sentence challenges, pun-offs and the like) makes your fans and followers feel like they're a part of your inner circle – while also, conveniently, forcing them to come up with the funnies for you.

Of course, it takes a bit of skill knowing which kinds of kick-off stimuli will give them enough material to work with (and lead to jokes that maintain your brand's position as the hero of the story) – but with a bit of trial and error, you'll quickly get a handle on what works and what doesn't.

Be sure to include a witty hashtag that's built around your brand name though – otherwise their responses might be entertaining and engaging, but you won't be building brand awareness.



Ginsters @therealginsters
 Snack Reacher – A homicide investigator overstretches in Tesco whilst trying to grab a Ginsters.

#GinstersGoesToHollywood



Ginsters @therealginsters
 Filling Eve – A starving security operative and an emaciated assassin become embroiled in a deadly fight over a Ginsters pasty.

#GinstersOnTV



Ginsters @therealginsters
 Apocalypse Kernal – "I Love The Smell of Pastry In The Morning".

#GinstersGoesToHollywood



Conscious Solutions @conscioussol
 What's your worst #MarketingMistake? (If you want to share them in confidence, send via DM and we'll protect all identities).



Conscious Solutions @conscioussol
 Law Firm Error 404: getting the intern to run your website.



The Local Pub Company @LocalPubCo
 Caption this. Best pun gets a free pint.



Jimmy The Juice @JimmyJuice
 "There's Norway that's going in!"



Sheila @SheilasWheels
 Can we afford another pint?



Mike The Mime Guy @TheMimeGuy
 Watching highlights on Invasion of the Day.



Sure UK & Ireland @Sure
 The Dark (K)night Sweats

#MoviesWithoutSure



Sure UK & Ireland @Sure
 PS I Smell You

#MoviesWithoutSure



Sure UK & Ireland @Sure
 King Pong

#MoviesWithoutSure

8 - MAKE MISTAKES

This one's part conspiracy theory, part marketing theory. You know how Starbucks never seems to be able to get anyone's name right? Well it's no coincidence that pictures of Starbucks cups with ridiculous names on do the rounds on social media each and every day.

Starbucks will insist they don't do it on purpose – but even if that's true, can you think of a fun, funny way to make a deliberate mistake on behalf of your small business that will be received with a hearty laugh and some good humour, but also shared, carrying your logo and awareness of your brand with it?

if not – you could always hire a social media agency who spend all day every day coming up with fun ideas like that. #JustSayin.

Side note: this is a great place to plug an [awesome viral sketch](#) written by, and starring, one of our regular writers.



9 - USE PAID ADS

(TO PINPOINT THE PITCH PERFECT SENSE OF HUMOUR)

Sure – in an ideal world, we'd get all of the reach we need from organic social media, and we wouldn't have to pay for anything. And yes – comedy content will help your message travel further under its own steam – but Paid Ads and PPC (Pay Per Click) Advertising still have their place. Comedy can boost their effectiveness, but they also have place in helping you boost the effectiveness of your comedy – because with Paid Ads, you can A/B test.

By trying out different jokes, styles of joke, and even different punchlines to the same joke – on split-test audiences that you know won't see the alternate versions – you can learn, at speed, what your ideal customer does (and doesn't) find funny.

You can then use these learnings to inform the comedy in your organic content – safe in the knowledge that it's pitching itself at exactly the right level.

10 - RETARGET

(AND HIDE A SITCOM IN YOUR ADS)

The other great thing about Paid Ads is that you can retarget, and retarget again. Most companies use this to build funnels – taking prospects from “unaware” to “ready to buy” one advert at a time.

Seeing as our hive-mind of comedy writers just happens to contain a couple of prolific sitcom scribes – we’d love to find a client who’s willing to go one better.

Imagine a funnel that didn’t just walk your prospects along that customer journey – it also told them a story. A funny one. With all the twists and turns, all the laughs and lols, of a primetime sitcom.

People would start to seek out the Ads all by themselves. Be desperate to get caught up in the next stage of the funnel, so they can continue with the story. They’d be so busy being entertained, they wouldn’t even notice they were being sold to. And before you know it – they’ve bought the house.

(If you don’t work in real estate – just fix that last sentence, and replace “house” with whatever it is that you’re most keen to sell. You get the idea).

**WHITE
LABEL
COMEDY**

WHO WE ARE

I'm Adam Hunt, the Creative Director of White Label Comedy. Our hive-Mind takes my favourite Comedy Writers from my career as a TV Producer, and the very best Creatives from my time in advertising - and has them collaborate on-demand to craft compelling content that entertains, educates and engages audiences in equal measure.



Our unique hive-mind process makes us faster, funnier and more cost-effective than any single writer working alone.

But if you didn't know we existed until yesterday, the project you're already working on might not yet have a line in the budget for 'hive-mind of comedy writers and advertising creatives'.

While you call Sharon in Accounts and get that sorted - we want to make it as easy (and as low-risk) as possible for you to get a taste of what life can be like with the 40 funniest people I know sitting in your back pocket - helping your brand find its funny at a moment's notice.

That's why we're giving you (yes, you - and only you) 50% off your first month of social media content. [Click here](#) to find out more.

**TELL ME
MORE!**



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